

**Jefferson County**  
**Quit Line Data Summary**  
January 1 - March 31, 2002

|  | <u>County</u>   | <u>State</u>     |
|--|-----------------|------------------|
| <b>Number of Calls to Quit Line</b>                      | <b>N = 27</b>   | <b>N = 4,096</b> |
| <b>Percent of Statewide Calls</b>                        | 0.8%            | 100.0%           |
| <b>Percent of State Population in County<sup>1</sup></b> | 0.4%            | 100.0%           |
|  | <b>County %</b> | <b>State %</b>   |
| <b>Gender</b>  | <b>N = 26</b>   | <b>N = 3,737</b> |
| Female   | 73.1%           | 61.7%            |
| Male   | 26.9%           | 38.3%            |
| <b>Race/Ethnicity</b>                                    | <b>N = 26</b>   | <b>N = 3,032</b> |
| People of Color  | 3.8%            | 12.8%            |
| White  | 96.2%           | 87.2%            |
| <b>Age</b>   | <b>N = 26</b>   | <b>N = 3,176</b> |
| Less than 18 years old                                   | 3.8%            | 2.3%             |
| 18 - 24 years old  | 26.9%           | 16.2%            |
| 25 - 34 years old  | 15.4%           | 23.2%            |
| 35 - 44 years old  | 19.2%           | 27.0%            |
| 45 years and older                                       | 34.6%           | 31.4%            |
| <b>Education</b>   | <b>N = 26</b>   | <b>N = 3,209</b> |
| Did not graduate high school                             | 23.1%           | 19.8%            |
| High school graduate                                     | 34.6%           | 33.3%            |
| Some college/vocational school                           | 34.6%           | 36.9%            |
| College graduate   | 7.7%            | 10.0%            |
| <b>Caller Type</b>                                       | <b>N = 24</b>   | <b>N = 3,483</b> |
| General Information                                      | 4.2%            | 10.6%            |
| Health care provider                                     | 0.0%            | 3.4%             |
| Tobacco user   | 95.8%           | 86.1%            |
| <b>Payer Type</b>  | <b>N = 20</b>   | <b>N = 2,167</b> |
| Insured  | 55.0%           | 40.2%            |
| Uninsured  | 35.0%           | 25.1%            |
| Medicaid   | 10.0%           | 34.7%            |
| <b>Heard About</b>                                       | <b>N = 20</b>   | <b>N = 3,110</b> |
| Past caller  | 20.0%           | 12.9%            |
| Employer/worksites                                       | 10.0%           | 1.4%             |
| Health care provider                                     | 5.0%            | 17.0%            |
| Television   | 15.0%           | 23.9%            |
| Outdoor advertisement (billboard/bus/wall)               | 0.0%            | 4.9%             |
| Targeted mailing   | 0.0%            | 0.2%             |
| Great Start  | 5.0%            | 6.2%             |
| Radio  | 0.0%            | 1.1%             |
| Newspaper/Magazine                                       | 5.0%            | 1.7%             |
| Brochure/Newsletter                                      | 5.0%            | 5.2%             |
| Family or friend   | 30.0%           | 21.5%            |
| Health Department  | 5.0%            | 3.0%             |
| School   | 0.0%            | 0.9%             |